



George E. Meyer  
Secretary

## State of Wisconsin \ DEPARTMENT OF NATURAL RESOURCES

### Tree City USA Certification, Re-certification & Growth Award Application Packet

Participating in the Tree City USA program represents an important commitment to the management of your community's urban forest resource. The Wisconsin Department of Natural Resources is ready to provide your community with technical and educational assistance to develop a sustainable community forestry program.

This Tree City application packet contains step-by-step instructions and worksheets to walk you through the Tree City USA Certification and Recertification process. The requirements of each of the four standards (sections) are outlined; also listed are helpful ideas and procedures to make the process as simple as possible.

Please take the time to carefully read through the application procedures and attached information. Send your completed application and these worksheets with documentation to your Regional Urban Forestry Coordinator (see map at right and list below). If you have any questions or concerns, please contact your Regional Urban Forestry Coordinator.

***Applications are due by  
December 31.***



#### Wisconsin Regional Urban Forestry Coordinators

**West Central Region - W.  $\frac{2}{3}$**   
**Northern Region - W.  $\frac{1}{3}$**   
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**Northeast Region -**  
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Fax: (920) 492-5913

**Southeast Region - South  $\frac{1}{2}$**   
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## Standard 1: Tree Board or Department

You are asked to provide a list of your community's tree board or commission members and the meeting dates for the past year, or the name of the city department and manager responsible for your community's tree program.

**Name of Board or Commission** which oversees your Community's tree program: \_\_\_\_\_

**Date Established** (first time applicants only): \_\_\_\_\_

**Commission/Board members:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Meeting Dates for 199\_\_:** \_\_\_\_\_

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**-AND/OR-**

**Department** in charge of your community's tree management program: \_\_\_\_\_

**Name of the Manager** in charge of your community's tree management program: \_\_\_\_\_

## Standard 2: A Community Tree Ordinance

**First time certification:** Please **include** a copy of your community's tree ordinance. Please also include the date it was established under standard 2 of the certification application.

**Recertification:** If your tree ordinance has not changed since you last submitted it with a Tree City Application, **check** the first box under Standard 2 on the Tree City Recertification application.

If your community tree ordinance has changed or has been updated, please **check** the second box under standard 2 on the Tree City Recertification application **and include a copy with this application packet.**

**Standard 3 - part one: A Community Forestry Program  
with an Annual Budget of at least \$2 per capita**

**Tree City USA Financial Worksheet**

You are asked to provide the total community forestry expenditures for the past year and the current community population. Remember the minimum total expenditure is \$2 per capita (per person). To calculate your community tree program expenditures, please **complete** the financial worksheet below and **attach** supporting budget information. Volunteer contributions and private donations are acceptable as are receipts that are deposited into the forestry budget. It is essential that you provide complete and accurate information. *A list of qualifying expenditures & a list of value standards for volunteers can be found on the back of this page.*

**1. Your Community's population:**

(Please also enter under standard 3 on the (re)certification application) 1) \_\_\_\_\_

**2. Tree Planting and Initial Care** - Include salaries and benefits, volunteer time, plant material, planting, watering, mulching, & vegetation control (at planting sites only).

*Do NOT include activities listed in item 7 below.*

2) \$ \_\_\_\_\_

**3. Community Forest Management** - Include salaries and benefits, volunteer time, expenses for public education, professional training, memberships, street and park tree inventory, pest management, fertilization, pruning and associated costs. *NOTE: Do NOT include utility tree pruning costs or activities mentioned in item 7 below!*

3) \$ \_\_\_\_\_

**4. Tree Removals** - Include salaries and benefits, volunteer time and all other costs associated with tree removals. *NOTE: Do NOT include utility tree removal costs or activities mentioned in item 7 below!*

4) \$ \_\_\_\_\_

**5. Administrative Expenses** - Include salaries and benefits, volunteer time and all other costs of activities such as contract management, grant administration, supervision and other forestry program management activities

5) \$ \_\_\_\_\_

**6. Utility Expenses**

- a) Line clearance per se is not tree maintenance. Utility trimming expenses are allowed only if the utility is a partner in your community's tree program, and complies w/ANSI A300 pruning standards.

6a) Enter amount here: \$ \_\_\_\_\_

- b) The maximum allowed for utility expenses is \$1 per capita.

*(Please enter the smaller of line 1 or 6a)* 6b) \$ \_\_\_\_\_

**7. Other Activities**

- a) Other undefined costs not already mentioned associated with your community forestry program, such as costs for *storm cleanup, brush pick-up from non-public properties, chipping of brush from non-public properties, etc.* (please describe the activities on the back side of this form.)

7a) Enter amount here: \$ \_\_\_\_\_

- b) The maximum allowed for these other activities is 50¢ per capita.

*(Please enter the smaller of line 7a, or line 1 times 0.5)* 7b) \$ \_\_\_\_\_

**8. Total Forestry Budget**

Add up lines 2, 3, 4, 5, 6b and 7b and enter here and under standard 3 on the (re)certification application. To Qualify for Tree City USA, line 8 must be at least twice line 1.

**TOTAL 8) \$** \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

Please list here the activities for which you are claiming costs under item 7 on page 3:

### Tree City USA Qualifying Expenditures

The following expenses for public tree care (street, park, cemetery) may be counted towards the \$2 per capita requirement of **Standard 3**:

✓ Administrative time	✓ stump removal
✓ Arbor Day program	✓ survey or inventory expenses
✓ chipping (maximum of \$0.50 per capita)	✓ tree board salary (most are volunteer, some are paid)
✓ computer inventory software	✓ tree care conferences and workshops attended by community workers and/or volunteers
✓ contract work	✓ tree purchases and planting
✓ equipment maintenance	✓ tree removal (excluding utility removals)
✓ equipment purchases (large equipment can be depreciated over life span)	✓ utility pruning and removals (maximum of \$1 per capita)
✓ equipment rental (chipper, bucket truck, stump grinder, etc.)	✓ watering
✓ fertilizing	✓ volunteer labor/time (see table below for rates)
✓ insect control on trees	✓ value of donated materials (including trees)
✓ insurance	
✓ memberships in and donations to tree organizations	(grant moneys expended for any of these items may be counted)
✓ mulching	
✓ pick-up and/or chipping of tree trimmings from private properties (maximum of \$0.50 per capita)	
✓ prizes for Arbor Day contests	<b>Items not eligible toward Tree City USA</b>
✓ tree pruning costs (excluding utility pruning)	✗ lawn mowing
✓ public education materials - brochures, newsletters, etc.	✗ leaf pick-up
✓ staff salaries and benefits (or portion thereof) to accomplish the tasks listed on this page (subject to noted limits)	✗ tree work on non-public property
	✗ weed and brush control not related to planting areas (i.e. right-of-ways, etc.)

### Value Standards for Donations:

(certification and recertification use)

The value allowed for donated labor will be as follows:

- Children (under 15) - \$3.70/hr.**
- Laborer - \$5.15/hr.**  
Adult, unskilled, manual labor. Responsible for tasks such as site preparation, planting, watering, mulching, data entry, etc.
- Skilled laborer - \$7.00/hr.**  
Responsible for implementing more complex tasks requiring a certain level of training such as gathering inventory data, surveying for insects and diseases, pruning, etc.
- Crew leader - \$10.00/hr.**  
Responsible for supervising a crew of workers. Includes Tree Board members not included in # 5 below.
- Project Coordinator - \$15.00/hr.**  
Responsible for coordinating the entire project or aspects of the project. This might include planning, recruiting workers, arranging for supplies or facilities, scheduling workers or activities, etc. Includes Tree Board chairs or subcommittee chairs.
- Expert** - Individuals performing tasks they are normally paid for or are trained for are considered donated services and their usual fee or salary can be used. However, the donated task must directly relate to their profession. For example, a bank supervisor leading a planting crew could charge \$10.00, not his or her salary.

# Standard 3 - part two (a): Annual Work Plan

You are asked to provide an annual work plan outlining the work carried out during the past year. The worksheet below contains a column for every month, January-December, in which dots represent weeks. See the instructions and example on the back. Please **complete the worksheet below and the accomplishment report** on the back of this sheet. Consider using a copy of this form to plan next year's activities.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>1. Annual planning and review session</b>												
a. prioritize work to be done	....	....	....	....	....	....	....	....	....	....	....	....
b. organize activities, people, dates	....	....	....	....	....	....	....	....	....	....	....	....
c. budget planning; budget hearings, etc.	....	....	....	....	....	....	....	....	....	....	....	....
<b>2. Tree planting</b>												
a. survey potential planting sites	....	....	....	....	....	....	....	....	....	....	....	....
b. specify locations, species, cultivars	....	....	....	....	....	....	....	....	....	....	....	....
c. notify adjacent property owners	....	....	....	....	....	....	....	....	....	....	....	....
d. announce and hold public hearings	....	....	....	....	....	....	....	....	....	....	....	....
e. order trees	....	....	....	....	....	....	....	....	....	....	....	....
f. receive, inspect, store trees	....	....	....	....	....	....	....	....	....	....	....	....
g. plant trees, prune and stake	....	....	....	....	....	....	....	....	....	....	....	....
h. water as needed	....	....	....	....	....	....	....	....	....	....	....	....
<b>3. Tree pruning</b>												
a. survey trees, decide which to prune	....	....	....	....	....	....	....	....	....	....	....	....
b. schedule crew, equipment, supplies	....	....	....	....	....	....	....	....	....	....	....	....
c. schedule contract tree crews	....	....	....	....	....	....	....	....	....	....	....	....
d. supervise pruning and disposal of brush	....	....	....	....	....	....	....	....	....	....	....	....
<b>4. Tree removals</b>												
a. survey trees, decide on removals	....	....	....	....	....	....	....	....	....	....	....	....
b. notify adjacent property owners	....	....	....	....	....	....	....	....	....	....	....	....
c. announce and hold public hearings	....	....	....	....	....	....	....	....	....	....	....	....
d. schedule crew, equipment, supplies	....	....	....	....	....	....	....	....	....	....	....	....
e. schedule contract tree crews	....	....	....	....	....	....	....	....	....	....	....	....
f. stump grinding, reseeding	....	....	....	....	....	....	....	....	....	....	....	....
<b>5. Public relations</b>												
a. report to municipal officials	....	....	....	....	....	....	....	....	....	....	....	....
b. news releases	....	....	....	....	....	....	....	....	....	....	....	....
c. news and TV coverage of events	....	....	....	....	....	....	....	....	....	....	....	....
d. submit Tree City USA application	....	....	....	....	....	....	....	....	....	....	....	....
e. develop UF grant project	....	....	....	....	....	....	....	....	....	....	....	....
f. complete UF grant application	....	....	....	....	....	....	....	....	....	....	....	....
g. plan and hold Arbor Day celebration	....	....	....	....	....	....	....	....	....	....	....	....
h. conduct youth education	....	....	....	....	....	....	....	....	....	....	....	....
<b>6. Other tasks</b>												
a. water most vulnerable trees during droughts	....	....	....	....	....	....	....	....	....	....	....	....
b. fertilize deficient trees	....	....	....	....	....	....	....	....	....	....	....	....
c. control diseases and insects as needed	....	....	....	....	....	....	....	....	....	....	....	....
d. clean up storm breakage	....	....	....	....	....	....	....	....	....	....	....	....
f. educational opportunities for tree commission	....	....	....	....	....	....	....	....	....	....	....	....
g. training and safety education of tree workers	....	....	....	....	....	....	....	....	....	....	....	....
h. removal of stakes and tree wrap	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
_____	....	....	....	....	....	....	....	....	....	....	....	....
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

**Standard 3 - part two (b): Community Forestry Program Annual Report**

Please complete the following information:

**City, Village or Town:** \_\_\_\_\_

**Mission Statement:** (A simple statement or sentence that indicates what your tree board or department is trying to accomplish)

**Accomplishment Report (Past Year):** Please check all that apply and add any not listed. Where indicated, supply the number of trees planted, pruned, removed, etc.

- A. \_\_\_ Adopted or revised community tree ordinance      B. \_\_\_ Held Arbor Day celebration
- C. \_\_\_ Planted Trees: # \_\_\_ street trees # \_\_\_ park trees # \_\_\_ other      D. \_\_\_ Pruned/trimmed # \_\_\_ trees.
- E. \_\_\_ Removed # \_\_\_ dead/dying trees      F. \_\_\_ Distributed # quantity educational publications
- G. \_\_\_ Attended educational / training program: \_\_\_ State Urban Forestry Conference      \_\_\_ Tree Care Workshop
- \_\_\_ Other \_\_\_\_\_      \_\_\_ Other \_\_\_\_\_

**Other:**

### Annual Work Plan Worksheet Instructions and Example

To complete the annual work plan worksheet on the front side of this page: For each activity, place an 'x' on top of the dots for each week of the year your community was involved in that activity. Each dot represents one week. The worksheet assumes four weeks per month. (This example shows only a portion of the worksheet)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>1. Annual planning and review session</b>												
a. prioritize work to be done	..XX	X..	....	....	....	....	....	....	....	....	....	....
b. organize activities, people dates	....	....	X...	X...	XX.	....	X...	....	X.X.	....	....	....
<b>2. Tree planting</b>												
a. survey potential planting sites	....	....	....	....	....	....	....	....	....	....	..X	XX..
b. specify locations, species, cultivars	XXX.	....	....	....	....	....	....	....	....	....	....	....
c. notify adjacent property owners	....	....	XXXX	....	....	....	....	....	....	....	....	....
d. announce and hold public hearings	....	....	....	....	....	....	....	....	....	....	....	....
e. order trees	....	.X.	....	....	....	....	....	....	....	....	....	....
f. receive, inspect, store trees	....	....	....	..XX.	....	....	....	....	....	..XX	....	....
g. plant trees, prune and stake	....	....	....	..X	XX.	....	....	....	....	....	XX.	....
h. water as needed	....	....	....	....	.XXX	XXXX	XXXX	XXXX	XXXX	XXX.	....	....
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

## Standard 4: An Arbor Day Observance and Proclamation

Please **fill** in the date your Arbor Day observance was held on the (re)certification application. **Attach** appropriate documentation that demonstrates some type of Arbor Day celebration was held. **Attach** a copy of your community's Arbor Day Proclamation for the year for which you are applying for (re)certification.

Documentation should include an agenda or description of the Arbor Day event(s) and press coverage of the event if available. Include any other information that shows how your Arbor Day event was planned and/or carried out.

## Completing the Application

### Signature required:

The person who is making application (name appears at the top of the page) must **sign** the application on the line just below standard four.

### Mayor or Equivalent:

In the space provided, **fill** in the name of the mayor, village president, town board chair or whoever is acting as the leader of your community. A complete address is necessary.

### City Forestry Contact:

In the space provided on the application, **fill** in the name of the person designated as the community forestry contact. This person can be the: Parks Supervisor, Village or Town Maintenance person, Public Works Director, City Manager, volunteer, etc. A complete address is necessary.

## Application checklist:

- \_\_\_ Completed and signed certification application (if first time applicant) or recertification application.
- \_\_\_ List of tree board/commission members and meeting dates and/or name of department and person in that department in charge of your community's tree care program.
- \_\_\_ A copy of your community's tree ordinance - If a new applicant or if you are applying for recertification and your ordinance has changed since your last application.
- \_\_\_ Completed Tree City USA financial worksheet.
- \_\_\_ Supporting budget documentation.
- \_\_\_ Completed Tree City USA annual work plan worksheet.
- \_\_\_ Completed Tree City USA annual accomplishment report.
- \_\_\_ Arbor Day observance program/agenda and/or news coverage of event.
- \_\_\_ Arbor Day proclamation.

## Tree City USA Growth Award Application Instructions

The Tree City Growth Award recognizes Tree City communities that have made a significant improvement in their tree care efforts. To be eligible, communities must have been a Tree City the previous year AND must have spent at least as much this year on their tree care program as last year.<sup>1</sup> In order to qualify for the Growth Award, communities must have completed activities listed in the Growth Award Application which total 10 or more points. **Only those activities completed in the application year are eligible.**

Growth Awards are not intended to be achieved every year, but rather mark years when special projects or efforts have raised the level of tree care in the community. Please note that most activities are only eligible the *first* year they are implemented, unless they are significantly improved. For example, if your community started a continuing education program for staff (activity A8) in one year and used that activity to receive a Growth Award, you cannot use it again for a Growth Award in a subsequent year unless the program was significantly improved.

Please fill in all the information requested on the application. Use the amount shown on your previous year's Tree City application (under standard 3) for the amount spent on your forestry program last year. For each activity that will earn points toward a Growth Award, list the activity number, name of the activity and the number of points earned. Attach separate sheets to document and describe each activity as appropriate. You must supply a good explanation of the activity. Some examples are shown below. Mail the completed Growth Award application and accompanying documentation to your regional urban forestry coordinator **by December 31** (see map on page 1).

Examples of good activity descriptions (from 1995 applications):

- B1 New Project or Organization - The City and area public schools have started a joint nursery project. The purpose of this project is to give students experience in the growing and caring of nursery stock. It is the feeling of the partners that when stock is ready for transplanting, the school system or city will have the necessary sites where the stock can be used.

The educational portion of this venture will provide the students experience in the care and growing of the tree stock. This will also provide students with business experience when they sell their planting stock.

At present, the school system will have the site on their property. The city will supply the compost for the beds and much of the mulch in the future.

The present site is 1½ acres with room for expansion. The spring of 1996 will see the first seedlings being installed. With this in place, it can only grow into a very worthwhile project. As the nursery develops, trees will be offered for sale to residents. Labor and supervision will be supplied by students and teachers of the school district.

- B7 Engineering/Forestry Coordination - In 1995, the city adopted a sidewalk installation policy for the entire city. Previously, the city had no firm policy. Most subdivisions and commercial buildings developed in the last 25 years do not have sidewalks on their property. The city hired a consultant to determine which areas of the city most needed sidewalks. This year, the city began using the new plan and started installing sidewalks on both sides of the street.

Needless to say that after 25 years of being in place without sidewalks, neighborhoods and businesses expressed an lot of concern regarding the installation of the sidewalks. One of the many problems with installing the sidewalks were trees. The engineering technician and the city forester worked together in determining sidewalk locations to minimize impact on terrace and private property trees. A copy of the new sidewalk policy is enclosed.

Also starting in August of 1995, the city started planning for major improvements to be done to 3 streets [listed]. The city hired a consulting firm to do the engineering for the roadway improvements. The construction for the projects is scheduled for 1997 and 1998. It has been very important that the city forester has been included in the planning of these projects since the very beginning.

Enclosures: Notice of first public informational meeting, map of project locations and road improvement detail, public comment form, minutes of meeting, list of attendees, sidewalk repair policy with tree policies highlighted.

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<sup>1</sup>Note - if community expenditures for this year's tree program are less than last year, but it was because of special projects or emergency situations, your community can still be eligible for a Growth Award. Provide an explanation for the reason spending is less this year than last. If you are unsure as to what constitutes a special project or situation, call your regional urban forestry coordinator.